

MBA

GLOBAL BUSINESS
LEADERSHIP



C E M I



ABOUT STUDY PROGRAMME

Duration of study:
1 year

Degree:
MBA

Modules:
10

Termination:
Diploma Thesis

Language:
English



C E M I

The programme is suitable for middle and top managers, especially from companies that operate on an international level. Its main goal is for students to get a comprehensive overview of business and current trends. The programme is taught in English by an international team of tutors.

MAIN BENEFITS IN THE FIELD OF PRACTICE

- ✓ Thanks to a better understanding of strategic management, you will be able to **better utilize your business potential**
- ✓ **You will reach your goals faster** due to a better understanding of intercultural communication
- ✓ **You will improve your process management skills** using specific examples
- ✓ **You will learn to eliminate risks** on global financial markets
- ✓ You will learn **competition policies in the EU, Russia and China**
- ✓ You will get familiar with the advantages of **different organisational layouts**

TESTIMONIALS OF OUR GRADUATES

Anastasija Zapletalova, MBA



**Sales and Marketing
Consultant**
Randstad Holding

"One of the most important reasons why I chose CEMI was to allow me to **study without the necessary attendance of the lectures**. The lecturers were great, coming from different countries, so they had a different cultural background, which was interesting."

Christopher Seviour, MBA



Bunker Trader
ARTE Bunkering

"I would like to say that the topics were extremely focused on what I was doing. These are Strategic planning and Intercultural communications, which will help me in my future role. **I definitely gained new theoretical and practical knowledge.**"

Vladimira Babakova, MBA



Business Director
Banking University

"The lecturers were great, they are **people with real experience** that they can pass on to us and that cannot be found in books, but in their interesting and exciting experiences. The tutors were absolutely amazing. I could feel that they were **professionals with experience**. I think all the tutors were very qualified. It pushed me forward in the area of strategic management and controlling."

Sarka Richterova, MBA



Customer service
ArcelorMittal Tubular Products

"The international lecturers from various disciplines, their conception of given issues and subsequent application in **everyday practice taught me to be a better and more efficient member of a large working team**. I started using a lot of theoretical information right away in practice and thanks to the knowledge I gained, I am more decisive and I can clearly define goals."

TESTIMONIALS OF OUR GRADUATES

Ditta Hlavackova, MBA



**Tax advisor
HLB Proxy**

"I was pleasantly surprised with the tutors; I liked that **they were strict, always online, very supportive and motivating**, and I especially **liked their international approach**."

Jiri Rada, MBA



**Sector Sales Manager
Indesit**

"I chose CEMI for my studies because it **offers an elaborate e-learning system** that enabled me to combine my busy work schedule with my studies. I can say that all the tutors I communicated with made a **good impression on me** thanks to their **professional and academic quality**. I would definitely recommend studying at CEMI. It was a great benefit to me and it will be a good asset to my future career."

Lucie Ciskova, MBA



**Commercial Director
Business Lease Slovakia**

"**I see the greatest benefit of my study in my diploma thesis**, in which I devoted myself to setting a strategy for the next two years for the company I am currently working in. I would definitely recommend CEMI to my friends and colleagues. I consider this experience very helpful in my job!"

SOME OF OUR CORPORATE CLIENTS



OUR TUTORS



Fabiano de Alcântara de Lima, PMP, PMI-RMP

Mr Lima, a graduate from Universidade Federal Fluminense, the Faculty of Engineering, is certified as a **Project Management Professional (PMP)**; and a **PMI-Risk Management Professional**. He currently lives in Poland. Mr Lima shares his **experience at Brazilian Universities** as a Project Management MBA associate **professor** (Veiga de Almeida); and as a Project Management MBA visiting professor (IBMEC, Estacio, Castelo Branco).



Alvaro Aznar, MBA

Mr Aznar successfully finished his two-year **Doctoral Core Research Methods Training (DCRMT)** Programme at Cranfield University. In the professional sphere, Mr Aznar has worked as a **Business Controller** and **Strategy Director in multinational companies in the pharma, paper and industrial sectors for 10 years**. He currently works as strategy and organisation & process management **lecturer at CEMI and Universidad Europea de Madrid**. He previously lectured for 8 years on the same subjects at the International School of Management (Germany).



Isobel Cunningham, PhD, MSc, BA Hons

Mrs Cunningham achieved all of her degrees at the University of Ulster. Now she is working at the Hibernia College in Dublin as a **lecturer in Business and Management**. She uses Blackboard Collaborate to deliver her lectures. **She delivers additional content through online discussions, wikis and live chat forums**. She has also delivered modules online through WebCT at the University of Ulster.



Professor Guillaume Finck

He studied in France to achieve his BBA degree at IMEA University, Besançon Faculty, International Executive study programme. Guillaume Finck is the **CEO of Excellent Triangle Company**, an education services consulting firm, and is currently working on his **doctorate degree at the Paris School of Business**. Presently Mr. Finck is the **Professor of Business Strategy, Business Economics and International Business at Paris Dauphine University** for the following courses: **Business Opportunities in the Current Economic Crisis**, **The Art of War Applied to Market Warfare**, **Geopolitics and Business Strategy**, **Perspectives in Europe**, **The Currency Wars** and many others.

OUR TUTORS



Dr Pietro Andrea Podda, PhD

Mr Podda was a **tutor at Anglo-American University** and he currently teaches at the University of New York in Prague. He also lectured at the University of Vienna in the **Advanced International Financial Accounting** programme, at the University of Northern Virginia, at Victoria University in Prague and at the College of Finance and Administration. He devotes himself to teaching **Business, Financial** and Legal subjects to undergraduate and postgraduate (MBA, LL.M) students.



EdD Dr Jonathan Hochberg, BA, MBA

Mr. Hochberg's university educational past starts at the University of Colorado at the Boulder-College of Arts and Sciences, International Affairs study programme - BA degree achieved. It continues at George Washington's University, the Faculty of School and Business, International Business study programme - MBA degree achieved. And finally finishes at Nova South-Eastern University, the Faculty of Fischler School of Education, Instructional Technology and Distance Education study programme - EdD degree achieved. In the present Mr. Hochberg cooperates with the Laureate International Universities - at **Walden University**. There he achieved the **"Teacher of the year award"** for excellence in teaching. He has over 20 years of experience of teaching in distance learning.



Ing Jiri Matousek

He studied International Trade at the University of Economics in Prague. He focuses mainly on management, **marketing and management, marketing and sales skills**, customer service, **external communication and PR skills (including media crisis communication)**. Among other things, he was the **Chairman of Central European Private Aviation (CEPA)** Association of Central European Business Air Transport Professionals. He also served as the **Executive Director** of a company providing private and corporate events or conferences. He speaks English, German, Spanish and Russian.



STUDY PLAN

1st semester



Geopolitics and Perspectives Professor Guillaume Finck

This MBA course is designed to give students the necessary keys to understanding **current geopolitical issues**, the conflicts and challenges of resources acquisition, as well as the effects of the series of economic, **financial, social and political crises** than began in 2007. We will then focus on a 2020 **prospective vision of economic** and political blocks: Europe, North America, Asia, and Africa.



Intercultural Communication Ing Jiri Matousek

The aim of this module is to learn about **intercultural communication**. The goal is to gain **intercultural competence**, meaning the active possession of qualities that contribute to **effective intercultural communication** and can be defined in terms of three primary attributes: knowledge, skills and attitudes. This module will deal with all three of these elements.



Global Policy and Strategy Isobel Cunningham, PhD, MSc, BA Hons

The primary aim of this MBA module is to develop an understanding of the **strategic management** of an enterprise engaged in **international business**. This includes understanding how the **competitive position of a firm** is devised based on analysing the structure, **country-based sources of advantages** and their distinctive competencies. It also helps to develop an understanding of international business that **integrates specific functional activities** comprising the firm.



Organization and Process Management Alvaro Aznar, MBA

This study module will cover the main **organizational forms** (functional, divisional and matrix) developed in the industrial era and other new organisational forms, such as the cluster, net and platform. Once the different organisational forms have been analysed, we will focus on how to **operationalise a strategy** and organisational design in a process structure **studying the business process practices**.



Strategic Planning BC Alvaro Aznar, MBA

This MBA study module will cover the main schools of thought in strategic planning, the general objectives and **stages of strategic management**, the main **strategic planning tools** and the challenges in **strategic implementation**. Methodologically, pre-readings, slides and business cases will be provided to enable the students to gain a solid understanding of the subject and to be able to actively participate in the active online sessions focused on connecting and discussing the material provided.



STUDY PLAN

2nd semester



Competition Policies for Business Dr Pietro Andrea Podda, PhD

This MBA course familiarizes students with the **regulation of economic competition in the EU** and also in countries relatively new to **regu-**

lating competition like Russia and China. Students should acquire deep knowledge of the **regulation of cartel agreements**, abuse of dominant position, concentrations and state aids.



International Business Strategy Professor Guillaume Finck

This MBA course is designed to give students the necessary keys to master **business strategy** by developing their understanding of their **eco-**

nomic environment and the fundamental principles of **strategy and tactics**. It will then concentrate on the overall principles of **rupture strategies** by describing the processes that some businesses may use to **open new strategic spaces**.



International Corporate Finance EdD Dr Jonathan Hochberg, BA, MBA

This MBA course focuses on **corporate financial management** issues faced by managers operating on the **global financial markets**. Foreign

operations and **international financing** possibilities entail additional opportunities, risks, and complexities that must be understood by both financial and strategic managers. The purpose of this course is to analyse the critical factors, risks, and decisions that relate to both the short-term and long-term **financial position of a firm** in a global setting and discussing strategies for dealing with these added complexities.



International Entrepreneurship Isobel Cunningham, PhD, MSc, BA Hons

The aim of this MBA module is to provide students with the requisite knowledge and skills to develop more flexible attitudes towards **risk** and to stimu-

late **entrepreneurial behaviour**. As well as providing the theoretical underpinnings from the emerging stream of literature in the field, practical approaches involving on-line research, communication, presentation, teamwork and **decision-making skills** will be developed.



Project Management Fabiano de Alcantara de Lima, PhD, PMP, PMI-RMP

Within Project Management, students are able to **initiate, plan, execute, monitor and close**

a project according to the best project management practices. The MBA students will practice all the concepts in classes based on some practical exercises that **require project management software tools**.



**ARE YOU INTERESTED
IN THE OFFER OF STUDIES?**

**DO YOU HAVE ANY
ADDITIONAL QUESTIONS?**

CONTACT US!



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